



Faculty of Cognitive Sciences and Human Development

**THE IMPACT OF SOCIAL MEDIA TOWARDS WORK-FAMILY
BALANCE AMONG EMPLOYEES IN PRIVATE SECTOR**

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**THE IMPACT OF SOCIAL MEDIA TOWARDS WORK-FAMILY BALANCE
AMONG EMPLOYEES IN PRIVATE SECTOR**

ABDUL MUIZ BIN AZAHAR

This project is submitted
in partial fulfilment of the requirements for a
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The project entitled ‘The Impact of Social Media towards Work-Family Balance among Employees in Private Sector’ was prepared by Abdul Muiz bin Azahar and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfillment of the requirements for a Bachelor of Science with Honours (Human Resource Development)

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ABSTRACT

This paper aims to explore the impact of social media towards work-family balance among employees in private sector. The aim was derived as work performance, work-life balance and usage of social media are related to each other. The usage of social media among employees are causing the blurry of boundary between work and non-work activities to them and this also impact their work performance and the quality time spent with family. There were four aspects discussed in this research, the importance of social media, the impact of social media use at workplace, the impact of social media use at home and the recommendation to make social media effective to work-family balance. It was found that the impact was different based on each individual. The study contributes to the understanding of work-family balance and social media use and forms a basis for further research.

Keywords: Social media, work-family balance, work performance

ABSTRAK

Kajian ini bertujuan untuk meneroka impak media sosial terhadap keseimbangan keluarga-kerja di kalangan pekerja sektor swasta. Tujuannya berasal daripada prestasi kerja, keseimbangan hidup-kerja dan penggunaan media sosial yang didapati mempunyai kaitan antara satu sama lain. Penggunaan media sosial di kalangan pekerja menyebabkan aktiviti kerja dan aktiviti bukan kerja menjadi kabur. Terdapat empat aspek yang dibincangkan iaitu kepentingan media sosial, impak penggunaan media sosial di tempat kerja, impak penggunaan media sosial di rumah dan cadangan untuk menjadikan media sosial efektif kepada keseimbangan keluarga-kerja. Impak kepada mereka didapati berbeza mengikut cara penggunaan pengguna masing-masing. Kajian ini menyumbang kepada pemahaman keseimbangan keluarga-kerja dan penggunaan media sosial serta menjadi asas untuk penyelidikan lebih lanjut.

Kata kunci: Media sosial, keseimbangan keluarga-pekerja, prestasi kerja.

CHAPTER ONE

INTRODUCTION

1.0 Background of Study

Over the past few years, social media has become increasingly prevalent in any countries around the world. The usage of social media for instance Facebook, Twitter, Instagram, Youtube and MySpace is a situation that seems to have a big conscious and unconscious effect to work-family balance among employees in this era (Edosomwan, Prakasan, Kouame, Watson & Semour, 2011). In the context of balance of job, employees job performance is one of the aspects which being monitored while in the context of family balance, employees quality time spend with family members or personal is being focused. However, there are effect that had been reported due to the use of social media which can interrupt into our personal time and lead to blur the division among work and non-work (Leonardi, Huysman, & Steinfield, 2013). To decrease the bad effects of social media, recent research implies that people could try to restrict their overuse work technology at home or implement more strategies to differentiate their homes and working lives (Sarker, Sarker, Xiao, & Ahuja, 2012). The goal of this study was thus to better know why people were using social media to assimilate or distinguish their work and non-work events and how they impact towards work-family balance among employees.

Previous research indicates a persistent deficiency of work-life balance (WLB) or tension between work-life resulting from "temporary servitude" or being on call all the time might give bad causes to employees' health, psychosocial well-being, determination and efficiency (Charoensukmongkol, 2014). In addition, employment conditions that restrict personal boundaries were eventually thought to be related to higher. Additionally, this use of IT has also been observed to obscure the divisions within work and non-work and enable work to become more active in our

daily lives (Ashforth and Fugate, 2008, B.E. and Kreiner 2008). It might result in bad spillover from one role to the other, the interpretation of more work stress and a tougher amount of work.

With the increases of bad effects of social media, there is some ways that had been suggested. Prior research stated that people have to try set par about usage of technology devices at home or practice ways to appreciate daily activities more (Leonardi et al., 2013). Nevertheless, the theory of boundary implies that people will have different attitudes to the degree in which they are able to allow their job to interfere with their time off work, and this could influence their use of devices (Fleck, Cox, & Robison, 2015). Therefore, the purpose this study is to get a better comprehend about how social media is crucial to employees in separating their job and personal time and how they impact towards work-family balance among employees.

1.1 Problem Statement

Regarding the past research, most of the study only focusing on how the employees try to manage the usage of technology between work activities and non-work activities (Thomas & Akdere, 2013). Next, the study of impact of social media towards work-family balance among employees is quite low and majority of them are done out context of Malaysia, like in the western context. Besides, the past research in this issue are a lot more focusing on quantitative study which the in-depth studies of the issue is not being done. Therefore, this research will discuss about the impact of social media towards work-family balance among employees and investigate the frequency of they spend on social media.

Due to the presence of social media in workplace, the employees faced some negative or challenges which are the social media is too easy to access. With the increase of information and communication technologies, they can be accessed anywhere and anytime by the users. This lead to decreasing in division within job and personal time of employees which can enable job to

interrupt plenty about the people's private lives (Sarker, Sarker, Xiao, & Ahuja, 2012). The measure of time used for browsing social media limit the quality time for personal or family and also disturb the flow of working process at work. The web is crowded with more and more content making it quite difficult to select the most suitable content. Next, the incorrect online marketing program may harm organization, and bringing an immense global viral social drawback. In order to overcome this problem, past research suggest that employees must have the intention to restrict their time used for social media at house (Cao & Vogel, 2012). They need to use any methods to distinguish between the work and non-work activities.

In contrast, social media has the positive side to the people. Social networking is the latest buzz area that promotes the businesses, partnerships and brands that make it affects friends, creates relationships and makes communities. Business uses web-based social networking to improve the execution of an organization in different ways, such as meeting market goals, extending the organization 's annual offers. The social media helps the employee to gain a better understanding to the demand made by their customers. This may build a good relationship between company and clients in promoting the business. Besides, the products or services may be improved because the awareness for customers is increasing. The process of sharing contents to the customers also can be delivered faster and easier due to the sophisticated technology of social media. Apart from that, the social media also has positive effect to the family perceptions. It can create connectivity among people to their family members. Everybody can have communication to each other from anywhere of the location to share story or to learn new knowledge.

The usage of mobile technology in workplace may encounter the work-family balance of the employees. Prior research has come out a lot of benefits and costs of mobile technology on employee's work-family balance. One of the major perk that this technology devices offer is

flexibility (Fleck, Cox, & Robison, 2015). This means people can fit their main work around other responsibilities they have. Next, it benefit the people who have multiple roles where the cost will be reduced for people in transitioning between work and non-work roles which may be very positive to them. Besides, when the employees are being able to contribute with home matters while physically at work, it is correlated to pleasure with the work and employees who utilize of mobile technology outside normal working hours may experience better dominated and efficient in their career (Waller & Ragsdell, 2012).

Literally every employee has easy access to the internet through smartphones, tablets, iPads or netbooks, be it in a workplace or not. A few suggestions to handle the effects of social media among employees are firstly by having a write policy. Writing policies and proceeding aids to maintain employees on the similar condition in which it may help to keep consistency in practice. Next is to set social media expectations. The organizations may determine the approach to allow or disallow the usage of social media. There must be a clear comprehensive for what will be tolerated by organizations.

1.2 Objective of Study

1.2.1 General

- i. To study the impact of social media towards work-family balance among employees.

1.2.2 Specific

- i. To ascertain the importance of social media among the employees.
- ii. To investigate how employees' usage of time on social media during working hours affect quality of work.
- iii. To explore how employees' usage of time on social media out of working hours affect quality time spend with family.

- iv. To propose the recommendations on how to make social media effective to work-family balance.

1.3 Research Question

RQ1: What are the importance of social media towards employee?

RQ2: How using social media during work affect the quality of employees' work?

RQ3: How using social media during at home affect the employees' quality time spend with family?

RQ4: What are the recommendations on how to make social media effective to work-family balance?

1.4 Significance of the Study

1.4.1 Basic of knowledge

This analysis will represent as a comparison purposes to the topic for researchers about Work-Family Balance in the situation of organization in Malaysia. In addition, the experimental results of this study will also provide information and insight into the issues and regulations, benefit to employees, impact of social media usage among employees in work or home and may provide some suggestions to be used to overcome them.

1.4.2 Organization Effectiveness

This study is essential to provide a feedback and further explanation to the policy makers regarding the impact of social media among employees in any organizations. For an organization to achieve their objectives, it is not fully depend on the employees' performance but also how the employees make use of their time with social media. Hence, the study could help the policy makers in constructing important decisions where applicable need to plan policies and addressing

appropriate recommendations to ensure present and demand compliance work life balance in situation of Malaysia is effective. It is to ensure the continuous of support given by employees to their respective organizations.

1.4.3 Researchers

This study will expand more research on social media usage among employees and how it affects their work-family balance. The study's findings are optimistic that it can direct potential researchers and serve as a benchmark in the work-life balance. It is also hoped that this analysis will serve as a framework for future research to compare and contrast of these findings from time to time in order to better understand them and results about the usage of social media among employees.

1.5 Definition of Terms

1.5.1 Definition of Social Media

Conceptual Definition

Social media is the new term that has invaded our daily lives in high velocity which consists of social networking, playing interactive games, making international friendships and communicating, in general, worldwide. (Aspridis, Kazantzi & Kyriakou, 2013)

Social media is categorized as a group of Web-based applications that build on the ideological and technological foundations of Web 2.0 and that enable the creation and exchange of User Generated Content. (Kaplan & Haenlein, 2010)

Operational Definition

Social media is defined as the platform which change the communication into interaction dialogue among individuals or communities. It allows the users to create a profile and visibility of relationships between users such as Facebook, Twitter, Instagram and MySpace.

1.5.2 Definition of Work-Family Balance

Conceptual Definition

Defined as the accomplishment of role-related expectations that are negotiated and shared between an individual and his/her role-related partners in the work and family domains. (Grzywacz & Carlson, 2007: 458). The extent to which an individual's effectiveness and satisfaction in work and family roles are compatible with the individual's life priorities. (Greenhaus & Allen, 2006).

Operational Definition

Work-family balance can be defined as lack of conflict or interference between work and family roles. The extent to which an individual is equally engaged in his work role and family role, without jeopardizing one for the other.

1.6 Summary

From the discussed view above, social media is has becoming an ever-growing huge part of our lives, at home as well as at work. As more people become more familiar with collaborative media tools, it can be argued that for workplace learning purposes, these tools will be more easily implemented. On the other side, too much time spent on social media may impact negatively to the users.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter focused on the scope of social media that is being studied and some recent literature review of related previous study about the impact of social media and work-family balance among employees in private sectors. It also provides related theory that supported the preferences for different people. This chapter addresses four parts which are the related past research, issues related to the study, discussion of theory and summary of this chapter.

2.1 Related past research

Social media is the phrase frequently apply to describe to new forms of communication involving social interaction. Media innovation is regularly divided into two different type of ages, the age of broadcasting and the interactive age (Wolf & Sims, 2017). Press was almost entirely concentrated in the broadcast era that is one party, such as a radio or a television company, a newspaper agency, or a film production studio, delivered news to community. Press evaluation has repeatedly been implicit, informal and impersonal. Mediated interaction within persons normally occurred on a much smaller scale, generally through personal correspondence, phone calls, or seldomly on a somewhat bigger range through means such as photocopied emails from the family (Manning, 2016).

The soar of digital and interactive technology allow people easily to communicate on a wide range than ever previously and as such, born in the internet media age, functionality was at the core of new media components (Rai, 2012). One person could talk with many now, and immediate feedback was a possibility. Where individuals and consumers have always had insufficient and slightly distorted voices, they could now express their views with many. The cheap

price and ease of access of technological advances also enabled more internet browsing options than ever before (Cao & Vogel, 2012). On the contrary to just a few media sources, people now have the ability to browse for material from various source and to have interaction with each people through the shared information message forums.

All social media, even if mobile or stationary, includes some type of digital service. But not all that is digital is automatically social media. Two common features help define social media, firstly some form of participation is allowed by social media (Manning, 2016). Social media is never completely passive, even if social networking sites like Facebook can sometimes allow someone to search passively of posting that had been post by others. Normally, a profile must be created at the basic minimal to enable the ability for interaction to start. Second, social media involves interaction. This interaction can be with existing friends, relatives or friends or with New faces of based on common interests or even a common circle of acquaintances (Manning, 2016).

Social media is described as a community of world wide web-based applications based on Web 2.0's political and technical basis and that allows user-generated content to be produced and shared (Kaplan & Haenlein, 2010). According to Bradley (2010), Social media can be described as a collection of technologies and networks aimed at creating and successful collaboration between a potentially huge group of participants. Social media has established tremendous prominence globally, since it also encourages participants to establish and maintain relationships with other people, friends and coworkers, but also offers opportunities for new personal connections (Raacke & Bonds-Raacke, 2008). Besides using social media for personal connections, people can enjoy social media for other reasons desire, such as searching for information and entertainment (Park, Kee, & Valenzuela, 2009).

2.2 Discussion of issues related to study

The policies are really important to be look at and be parallel to new suitable working condition. WLB initiatives were proven to lower employee turnover and have a beneficial impact on employee satisfaction, effectiveness and retention of employees (Hill, 2005; Allen, 2001). Grady et al. (2008) emphasize the concern for organizations to apply WLB initiatives. These interventions include adjustable working hours, temporary arrangements, babysitting infrastructure and advice (Grady et al., 2008). Organizations that provide these benefits appear to know the correlation between increased WLB and the retention of a highly educated workforce and its effect on organizational engagement and effectiveness (Ryan & Kossek, 2008; Hill, 2005). In the working environment, social media is being used to aid in the operations from marketing to business (Wamba & Carter, 2014).

The social media can also increase the performance of employees when working. Behaviors targeted specifically at coworkers on an interpersonal level are termed “interpersonal citizenship” and have been empirically linked to team performance and organizational efficiency (Walz & Niehoff, 1996). Within the broad scope of interpersonal citizenship, two categories of behaviors have been identified: task-focused and relationship-focused (Settoon & Mossholder, 2002). Task-focused interpersonal citizenship is based on activities that balance work efficiency and resource distribution and resolve organizational issues. For example, having to collaborate with each other to develop creative approaches to problems, get feedback and task-oriented activities are all examples of generating new ideas. By contrast, relationship-focused interpersonal citizenship is grounded in a partnership and includes other behaviors that foster cooperation and association. For example, engaging with others, supporting others and interacting with others are all examples of behaviors that develop relationships. In context of the emphasis on the

consequences of employee social media use, these concentrate on how social media usage can be connected to both task-oriented activity and relationship-building behaviour. Applications for crowd funding can then be used to help employees produce new product opportunities, improve facilities, create publicity campaigns or fix issues (Brabham, 2012). Social networking sites such as Tumblr, Google+, and Facebook could be used to survey “friends” about work-related decisions, such as best vendors, products, or organizational policies. With opinion leaders and developments in one's professional sector or business, Twitter can be used as a way of keeping current in real time. Having exposure to vast quantities of knowledge and ideas will help to inspire employee imagination in just the same way as coming up with ideas has been used in the old days (Doan, Ramakrishnan, & Halevy, 2011). Lastly, LinkedIn could be used to help employees speak work - related information and achievements that will affect the perceptions of others concerning their productive output.

2.3 Discussion of theory

Based on the Boundary Theory, society can have different priorities about how much they like to isolate or combine their work with certain component of their lives (Fleck et al., 2015). However, the method individuals handle their boundaries is defined by a various factors beyond the interests of individuals, along with the sort of work in which a person is accepted to work, behavior in the workplace and adjustable working practices, their definition of work roles, their family situation recognition of family roles and their sense of control over their job and boundaries. According to Kossek and Lautsch (2008), there are three main boundary behavior styles or flexstyles that shown by the participants. They are ‘integrators’, ‘segmenters’ and ‘volleyers’. Basically, integrators are the people who combine their work and non-work while ‘segmenters’ are the people who distinguish them, usually having to put work or non-work first and for the

‘volleyers’ they are likely to swap between an integration or segmentation depending to current requirements.

The second element of boundary strength is flexibility. A boundary is flexible if hypothetically it could be relaxed to meet the demands of the other domain (Clark, S. C., 2000). For example, a job boundary is flexible if the employee considers that he or she should leave work to attend to a private matter. If domains are subdivided, however, the changes between these domains are disrupted, which could act as a cost to the person (Ashforth et al., 2000). Researchers also claim that convergence makes for smoother transitions between the realms of work and personal life, but the realms become even more distorted (Ashforth et al., 2000). It thus proposed previous theoretical research that attempts to manage numerous positions would have both beneficial and harmful effects.

2.4 Summary

From the scholar perspective, most people still spent their time with social media during non-work hours and work hours. The different is more time spent during non-work hours than work hours. This had impact both the employee’s balance time for work and family negatively. The blurring boundaries between an employee’s work and non-work makes the mix up of two different things. It creates some discords because it does not sync up.